

Ad-Visor

Conducted by Samuel Hopkins Adams.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats—and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences—pleasant or unpleasant—with advertisers of merchandise, excepting only patent medicines, The Tribune will send \$2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of \$50.00, payable similarly, will be awarded. Name printed or withheld—as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

I am a working man with a family and earn a living wage, though by no means a large enough one to trade in what we call the "well stores." But my wife and I like to look at the advertisements of these stores, and talk in a jolly way about what we would buy if we had the money. One evening we read in The Tribune that Stern Brothers was going to have a sale of children's shoes on the following day. The prices were not greater than we usually paid for our kid's shoes, and my wife proposed that the next day, being my day off, I go down to Stern Brothers and buy Baby Ruth a pair of shoes. I agreed, with some misgivings, because I dress like and look like a common working man—and Stern Brothers I knew to be a swell store in which finely dressed and well-to-do people traded.

When I got to the store the clerks all were smiling and polite, and the customers all looked pleased and satisfied. And no one seemed to mind me at all. In a minute I felt warm all over and just as easy as if I were at home or in the shop.

I was politely directed to the children's shoe department. All were very busy there, but a young lady who was waiting on somebody took time to kindly ask me to sit down. Another young lady came over very soon to wait on me. She was so agreeable and so kind that I felt the matter to her, and was afterward very glad that I did. I got just the right size and the best shoes Ruth ever wore, at the price of any common pair.

LOUIS MEYERS.

Few influences operate more strongly against the best stores than the mistaken feeling of "working class" people that they would be out of place among more well-to-do shoppers. And nothing operates more to the disadvantage of the working man himself, since it tends to drive him to the cheap and flashy "bargain" shops, where he buys inferior material and workmanship at a price actually higher, for what he gets, than he would pay in the shunned "swell" stores. I will venture no assertion that there is not a department store in New York which would not take special pains to secure as regular patrons the intelligent and self-respecting class of workmen to which Mr. Meyers, as is apparent from his letter, belongs.

Sam S. & Lee Shubert, Inc.

AND

Shubert Theatrical Co.

New York City

January 25th, 1916.

I have read with interest the letter of Arthur Tarsis appearing in the Tribune of Sunday last. This particular item referred to the purchasing of seats at the Shubert Theatre for "The Ware Case" by Mr. Tarsis that were not used and which were subsequently taken back and other tickets given in their place to the purchaser.

You are quoted in connection with this matter as stating that this is the "first boost amidst a large volume of knocks for any local management received by this department." Whether, by the way, is matter for the consideration of theatrical managers, who may not fully appreciate their general unpopularity.

If you are interested in the complaints received regarding kicks from patrons of theatres, don't you feel that such complaints or kicks should be forwarded to the theatre in order that the management might have an opportunity of investigating and make reply and possibly square same?

THE SHUBERT THEATRICAL COMPANY.

By C. A. BIRD.

Indeed I do, Mr. Bird. That is the practice regularly followed by this department. As a Shubert representative you may be interested in some of the results.

On October 18, 1915, The Tribune Bureau of Investigation forwarded a complaint regarding the 39th Street Theatre. The 39th Street Theatre is a Shubert theatre. The complaint was forwarded to Mr. Lee Shubert. No reply has been received.

On October 27, 1915, the Bureau forwarded a complaint regarding the Winter Garden to that theatre. The Winter Garden is a Shubert theatre. No reply has been received.

On January 2, 1916, the Bureau forwarded a complaint regarding the Shubert Theatre to that theatre. The Shubert Theatre is, as its name indicates, a Shubert theatre. No reply has been received.

If Mr. Bird, the spirit of whose letter is duly appreciated, cares to follow up these complaints I shall be glad to take up with him later certain other points bearing upon managerial discourtesy and consequent managerial unpopularity.

I know you will be interested in this exceedingly common practice in the ready-to-wear industry—a practice based on misrepresentation and fraud.

In the daily papers you might notice several advertisements to the effect that Mr. So-and-so, who is a manufacturer of cloaks and suits, offers for sale ladies' suits "Retail at Wholesale Prices." In other words, a woman, instead of patronizing a reputable department store and getting real value, rushes to this manufacturer in the fond belief that she is getting the real inside price.

It is a well known fact that reliable manufacturers view with disfavor the so-called "Retail Trade," even in regard to favoring their own relatives, not to speak of friends, of buyers and of friends of friends. The objections are obvious, for it entails a lot of bother to cut special garments and, still worse, takes trade away from the department stores. Manufacturers don't want it, and will welcome the day when "Retail Customers" are politely but firmly shown the door.

Then how in the name of common sense can a woman think a strange manufacturer charitable enough to give her a rock-bottom price? The answer is simple—they don't. Not only that, but it has come to my notice that they charge even more than the retail price—besides giving questionable style and wear.

Question one of these fakers and you'll get the following response: "Well, it helps get rid of a lot of undesirable stuff." Or some will answer: "All right, go ahead and get the goods on me. I don't sell any one in this town."

And there you are! A lamentable feature in this shady practice lies in the fact that this man gets the kind of trade that makes every penny count—people who can't afford to get stuck.

The ready-to-wear industry is cleaning up the sharks and vultures who are bringing discredit to it, and is taking its stand on a high plane of fair dealing and integrity. There's no room for the kind of this type—get after them and you'll find all honest merchants with you.

JOHN LEWIS MATTHEWS.

There speaks the man who knows. Every word of his statement is fact, and fact worth every shopper's attention.

Not long ago The Tribune did "get after" an advertiser of this type, and cast its light of investigation upon the grim drama of the once honored and successful man who has fallen upon evil ways. In his time, this man—he shall be nameless here—had earned his \$25,000 a year in the women's clothing business. Drink and gambling lost him his position. Familiarity with the wholesale and manufacturing end of the business suggested to him the expedient of advertising goods "direct from the manufacturer at wholesale prices," "sample dresses" and the like. Under cover of this he sold old styles, shoddy and poorly made garments, manufacturers' job lots—trash, in short.

His credit declined. Old friends and associates who had been helped to help him get on his feet again drew away, upon learning the nature of his business. Drink, which for a time he had given up, claimed him again. The Tribune investigators were on his track, though unknown to him, when the trail ended in front of a locked door, beyond which the man had passed final judgment upon himself. One shot had been enough.

"The rest is silence."

So often had I been the victim of merchants who use exaggerated and untrue advertisements as their nets, that were it not for The Tribune and its advertising policy, I would have become one of the many thousands of men and women who, having had their fingers burned by the fire of false advertising, never go near it again, and look upon all advertising as the burning kind.

You can do more. You can do away with false advertising. I would suggest that you organize "The Consumers' League" for the purpose of suppressing of False Advertising. Membership should be open to all who sign a pledge, in which should be incorporated the following promises:

1.—In the event that the paper read by the signer contains suspicious advertising, he or she will write to the paper asking the paper to investigate.

FIGHT FOR GOLD IN CITY GARBAGE

\$1,000,000 for New York Hangs on Contract Injunction Decision.

DENIAL WILL CHOKE BARREN ISLAND ODORS

Firm Seeking Disposal Rights Plans Sanitary Plants on Riker's or Staten Island.

A profit to the city of nearly \$1,000,000 in the next five years and the purification of the atmosphere about Jamaica Bay by eliminating the garbage utilization plant on Barren Island hinge on a decision expected to-day by Justice Donnelly in the Supreme Court.

Arguments will be heard this morning on applications for separate injunctions made by the New York Sanitary Utilization Company and the Allied Investors' Realty Company to restrain the city from awarding a contract for the disposal of garbage for five years beginning January 2, 1917.

Fortunes lurk in garbage barrels, as will be brought out at the hearing. The immense profits made from converting garbage to salable greases and other by-products are attested by the earnestness with which the city's foremost legal representatives intend to contest the case and by the retention of at least a dozen of the best known and highest-priced attorneys in New York as counsel for the garbage interests.

Some of the lawyers are heavily financially interested in the concern.

Temporary injunctions were granted when the petitions and affidavits were filed with the court. If they are made permanent by Justice Donnelly it will be necessary for the city to renew its contract with the New York Disposal Corporation, lessees of the Barren Island plant, owned by the New York Sanitary Utilization Company, which decided three years ago that the privilege of destroying New York's garbage was worth \$162,000. The amount was not paid in full, and at present the Corporation Counsel has a suit against the concern for \$95,000.

Plan to End Evil Odors.

If the application for the injunction is denied, it is likely that the new contract will be awarded to Gaffney, Gahagan & Van Etten, a firm headed by James E. Gaffney, contractor and former owner of the Boston Braves. Gaffney's bid was \$900,000 for five years.

A garbage disposal and utilization plant operated on the Cobwell system will be built by the Gaffney firm on Arthur Kill, Staten Island. By the process the city has been assured that a repetition of the Barren Island nuisance will be averted. The Cobwell system, it is claimed, disposes of all odors and obnoxious gases.

New York paid nearly \$4,000,000 to have its garbage destroyed before it realized that besides the fees the contractors made enormous profits from the conversion and sale of the waste material.

The New York Sanitary Utilization Company has had the Barren Island plant since 1896, and until January 2, 1914, was paid to dispose of garbage from Manhattan, Brooklyn and the Bronx. The municipal authorities started two years ago when John J. Hart offered to pay the city for the privilege of disposing of the garbage \$62,500 the first year, \$87,500 the second and \$112,500 the third year. In an order of the present New York Disposal Corporation, holder of the contract for the disposal of garbage: Thomas H. Gillespie, president; Henry S. Morrow, secretary; and George H. Flynn, treasurer. The firm is capitalized at \$200,000 and has offices at 50 Church Street. The officers are also the directors. The attorneys for the company are Wellman, Gooch & Smyth. William W. Gooch, of the law firm, is also president of the New York Sanitary Utilization Company, the attorneys for which are O'Brien, Boardman & Platt. The Allied Investors' Realty Company, which is interested in the concern, is controlled by Maurice, Samuel S. and Louis S. Levy, the concern which brought a taxpayers' action to restrain the awarding of the garbage contracts to any firm who had been a holder, is represented by Stanchfield & Levy. The Levy of the law firm is the Louis S. Levy, of the realty company. De Lancey Nicoll, Paul D. Cravath and other prominent lawyers are interested in the utilization company.

Payments of the New York Disposal Company have amounted to only \$47,000 in three years. The city sued recently, and a counter claim of \$600,000 was instituted by the city. It was alleged that all the garbage called for in the contract was not delivered. Hotels, it was found, sold their garbage to dealers, who converted it into pig food, most of which found its way to pens at Secaucus, N. J.

In advertising recently for contracts for a new five-year term, it having been decided by the Mayor and council not to grant the option, it was specified that the plant at which the garbage was to be disposed of should not be situated on Manhattan Island or within the confines of Jamaica Bay. The latter excluded the Barren Island plant and brought the New York Sanitary Utilization Company to the fore. It sought an injunction before it entered a bid, and when the order it received by the court to allow the city to receive bids this concern was too late in submitting one. It now charges unlawful exclusion, because of the location of the plant. The city alleges that no one was excluded, and that the utility concern had been the successful bidder. It might have located elsewhere. Besides desiring a more advantageous contract it was also the object to remove the Barren Island factory from Jamaica Bay, where millions are to be expended for improvements.

Gaffney, Gahagan & Van Etten submitted two bids, one for the erection of a \$2,500,000 garbage disposal plant on city property on Riker's Island, to be turned over to the city at the end of five years, for \$1,500,000, and the Staten Island proposition, for which the city would receive \$150,000 in 1917; \$150,000 in 1918; \$180,000 the following year; \$210,000 and \$240,000 the fourth and fifth years, respectively.

E. VAN SCHAICK DIES A SUICIDE

Relative of Roosevelt, Well Known Socially, Shoots Himself in Office.

HAD BEEN WARNED HE MIGHT GO BLIND

Heart Disease and Financial Trouble Also Worried Him, Law Partner Says.

Ill from heart trouble, and desperate at the prospect of approaching blindness, Eugene Van Schaick, lawyer, second cousin of the late Mr. Stuyvesant Fish and a relative of Theodore Roosevelt, committed suicide in his office at 30 East Forty-second Street yesterday afternoon.

On Wednesday Mr. Van Schaick consulted an eye specialist and was told that he might become blind. He had also seen another specialist who informed him that his heart was affected and that he would better stop work. Financial worry had added to the strain, according to Wilson B. Brice, his law partner. Downtown property owned by Mr. Van Schaick had deteriorated in value, it was said.

"I feel very badly to-day," he told Brice yesterday morning. "I am threatened with the loss of my sight. I have a bad case of blues."

Mr. Van Schaick was seated at his desk when the body was found. One hand gripped a slip of paper, a request from an organization to pay a subscription he had promised. At his feet lay a revolver. One shot had been fired into the lawyer's right temple. Miss Henrietta Lowe, of 201 West 120th Street, Van Schaick's secretary, summoned Dr. George Wyeth, who has an office in the same building. When he arrived Mr. Van Schaick was dead. After the arrival of Coroner Rorison, the body was taken to the undertaker's establishment of Stephen Mer-

ritt, on Twenty-third Street. No arrangements have been made for the funeral.

Mr. Van Schaick was prominent socially and in business circles. He was president and director of the Knickerbocker Oil and Gas Company, general counsel and director of the Knickerbocker Life Insurance Company, the Knickerbocker Investment Company, and the La Fayette Copper Company. He was head of the Van Schaick Estates, Inc., and of the Van Schaick Realty Company. He was also a director of the Essex Copper Company, the New Holland Land and Mortgage Company, the Real Estate Owners' Engineering Company, the Vulcan Metals Company and the Wheatley Hills Holding Company.

He was born in New York, September 18, 1864. He was graduated from Columbia University in 1887, and continued his studies at Heidelberg and Oxford. In 1903 he married Miss Minnie Delemeter Haulenbeck, of Hackensack, N. J., and since October had lived at the Hotel Blackstone, 55 East Fifth Street. His wife and one brother, Dr. George G. Van Schaick, of 412 West End Avenue, survive him. His first wife divorced him. She was Miss Sarah Harland Payne, of Orange, N. J.

At the hotel no trace of any financial difficulty of the Van Schaicks had been marked. According to the room clerk, their apartment was one of the best and they still had a motor and chauffeur.

Three grandchildren of the late Frank Leslie, the publisher, signified yesterday their intention again to move to vacate the probate of the will of Mrs. Leslie, who was not a blood relative of the testator. Mrs. Leslie left an estate of nearly \$2,000,000, the greater part of it to Mrs. Carrie Chapman Catt for the suffrage cause.

The contestants are Mrs. Loretta L. Hollander, Mrs. Florence L. Weissbrod and Frank Leslie. They contend that under terms imposed on Mrs. Leslie by the late publisher they are entitled to the bulk of the estate she inherited from the publisher.

When the accounts of the executors came before the court to-day the Leslie grandchildren will ask that the accounting proceedings be delayed until they have had opportunity to present their application to intervene in the probate proceeding.

NEW YORK'S LEADING THEATRE

NEW AMSTERDAM THEATRE

Last 3 Performances!

JUST 3 MORE CHANCES OF COMPLETE HAPPINESS

Do Not Let Pleasure's Magical Opportunity Pass You By!

Come To-night, To-morrow Afternoon or To-morrow Night, and Lose Yourself in the Myriad Delights of

ELsie FERGUSON

WITH A CAST OF SELECTED ARTISTS IN HALL GAIN'S LATEST PLAY, MARGARET SCHILLER

THE PLAYERS OF THE

ZIEGFELD MIDNIGHT FROLIC

3RD EDITION—EVERYTHING NEW

LIBERTY

SYBIL

OTIS SKINNER

GAITY

MRS. FISKE

ERSTWHILE SUSAN

EMPIRE

Maude Adams

LYCEUM

ETHEL BARRYMORE

HUDSON

The Cinderella Man

HARRIS

SADIE LOVE

FULTON

ROSE STIAH

BELASCO

THE BOOMERANG

ASTOR

QUICK-CLEARANCE PRICES

Hart Schaffner & Marx Winter Overcoats

We announced them yesterday on 3,700 of the smartest, newest this-year's Winter Overcoats.

We asked for action—and we certainly got it. It was an occasion!

There are plenty left today, however—and of course the values are just as big. Better not wait till tomorrow.

\$45, \$40, \$35, \$32.50 & \$30 Overcoats 25

\$35, \$30, \$28 and \$25 Overcoats 19.50

\$25, \$22.50, \$20 and \$18 Overcoats 15

Wallach Bros.

Broadway, below Chambers Broadway, Cor. 29th

Third Ave., Cor. 122d 216-243 West 125th

Open 11 to 10

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